10 Steps to Starting Your Cake Business

Are you wondering how to take your cakes from a hobby to a business?
Below is a checklist of the main steps you'll need to implement to get you going!

- **Step 1.** Get Legal **you will need to check with your local jurisdictions for rules that apply to your area/country*
  - Food License or Cottage Foods Compliance
  - Registering a business name
  - ABN (in Australia) or Tax ID# (for US Business)
  - Insurance (Food Liability and General Business Liability)
- **Step 2.** Decide on your preferred bookkeeping system - Excel spreadsheets or accounting software?
- **Step 3**. Website - Free / low cost DIY, or hire a Developer for more cost?
- **Step 4.** Order Business Cards - Low cost DIY (Vistaprint or Uprint), or hire a printer?
- **Step 5.** Get customers - wholesale to coffee shops, giving our flyers, join local Facebook and networking groups, etc.
- **Step 6.** Pricing. for Profit! Use pricing guides, apps, formulas, survey your competitors: click here for a free basic cake pricing guide: https://angel-foods.ck.page/482ab8b045
- **Step 7**. Attend Events - get your name "out there!" Markets, Expos, Festivals, Shows, Farmer's Markets, etc.
- **Step 8**. Give out Samples - To local businesses or potential customers. Bake off mini cupcakes, take into local businesses, with business cards, give vouchers with a limited time deal.
- **Step 9.** Set up a Facebook Business Page - also create a Facebook business fan page (group)
- **Step 10.** Try, test, tweak, repeat! Do all the above, over and over again, until you find the right 'flavor combo' for you and your business.

All of these topics are covered in more detail in our subscription-based Cake Business School Membership. $1 to enroll for your first month and then $18 per month thereafter - cancel anytime! https://angelfoods.teachable.com/p/cake-business-school/?product_id=867908&coupon_code=1TRIAL

Hi! I'm Nicole, Cake Designer & former Food Network competitor. When I'm not creating cakes for my clients, I'm creating content for Cake Business School, LLC dba Angel Foods as the new owner. I'm also a former Accountant living my sweet business dream!